



Joseph Basso

October 21, 1938 - December 14, 2023

Joseph (JJ) Basso, 85, of Estero, FL, passed away on December 14th, 2023.

JJ is survived by his loving wife Jeanne, children Cory (Dorothy), Randy (Melisse), Ashley, and Andrew (Allison), grandchildren Hudson, Brandt, Anabelle, Drake, Slader, Nico, Jackson, Gryffin, and brother John Basso. He was loved, respected, prayed over and surrounded by close friends and family when he left behind his earthly life.

JJ was born in Chicago, Illinois on October 21, 1938, son of Agnes and Sylvan Basso. He graduated from Proviso High School and continued on to pursue his education at Northwestern University. He later joined the United States Air force and served during the Formosa Conflict. He was intensely proud of his Chicago and Italian roots and remained close and fiercely loyal to his siblings, nieces and nephews of the area who unanimously adored their Uncle Joe.

JJ blazed a trail for his family in the advertising world when he founded his own successful agency, Basso & Associates in Orange County, California. His advertising agency received countless prestigious awards for work on blue chip clients such as Dos Equis, Yonex, Thrifty Drugs, Alpha Beta Grocery and Jet America Airlines. Three of his four children went on to work in the field and follow in their father's creative and business minded footsteps. He loved to

talk shop with his kids and was considered by them to be the oldest working man in advertising when he finally retired as a consultant at the age of 76.

JJ was married in 1992 to Jeanne Hunt Thorpe at First Baptist Church in Costa Mesa, California. They enjoyed a wonderful life together spanning both coasts, collecting memories with their friends, children and grandchildren in California, North Carolina and Florida where they eventually settled into retirement. He often pridefully referred to Jeanne as “my bride” and was more at ease in her presence than anywhere else in the world. They truly cared for each other, in sickness and in health, a loving and equal partnership that endured decades.

One of his greatest loves was golf which he played religiously, especially after relocating to Estero, Florida in 1998. This was a passion he was able to enjoy with his wife that also cultivated an incredible community for him that resulted in lifelong friendships. His personal and professional life allowed him to see and enjoy the world, frequenting his favorite places like Maui and various cities in Europe. He also had an enduring affection for popcorn, cheeseburgers, peanut butter and jelly sandwiches and home cooked Italian meals.

His life was forever changed when he accepted Jesus Christ as his personal Lord and Savior on Good Friday, 1978. With a renewed sense of purpose, he became deeply involved in ministry and missionary work in Orange County where he assisted in the founding of ministries such as the Village Church of Irvine and the Orange County Rescue Mission – a faith based, life-transformation program that now provides on campus housing, basic needs and comprehensive services for individuals and families experiencing homelessness. He supported additional Christian outreach programs geared towards women and children including Olive Crest and House of Hope. When he relocated to the East Coast he and his wife became licensed foster care

parents, fostering newborn babies in their home. Together they planted the seed which God blessed and grew into the Summit Church - Every Child Initiative. They also partnered with organizations including St. Matthews House, 4Kids, and Guardian ad Litem. He was dedicated and determined to serve others, transform lives, and plant seeds of encouragement through his incredible generosity. He attributed all of his greatest blessings and accomplishments to God working in his life, by and through His grace.

A celebration of his life will be held on March 9th, at 1:30pm at Summit Church, University Campus in Estero Florida.

In lieu of flowers, please consider a donation to one the organizations listed below:

<https://www.everychildswfl.com/>

<https://stmatthewshouse.org/>

<https://www.4kids.us/4kidsswfl>

<https://www.rescuemission.org/>

<https://www.olivecrest.org/>

<https://guardianadlitem.org/>

Online condolences may be offered by visiting www.ShikanyFuneralHome.com.

John 11:25-26

"Jesus said to her, 'I am the resurrection and the life. Those who believe in me, even though they die, will live, and everyone who lives and believes in me will never die. "

Previous Events

Celebration of Life

MAR 9. 1:30 PM (ET)

Summit Church
19601 Ben Hill Griffin Pkwy.
Ft. Myers, FL 33913

Tribute Wall

LA

“ I only recently learned of Joe's passing, but I want to take this opportunity to wish his entire family my sincere condolences. Joe will always be in my memory as the agency, Basso/Boatman, that offered me my first job as account manager after working as a newspaper reporter. That job introduced me to the computer industry, and I eventually started my own PR agency specializing in technology and personal computing. I will always remember his kindness and patience, and will always be extremely grateful for the opportunities he afforded me and other members of his talented staff.

Les Goldberg, APR - April 24 at 08:38 PM

JF

“ John & Sharon Basso and Family purchased the Serenity Wreath for the family of Joseph Basso.



John & Sharon Basso and Family - March 04, 2024 at 03:55 PM

HF

“ Harry and Lynette Neu and family purchased the Peaceful White Lilies Basket for the family of Joseph Basso.



Harry and Lynette Neu and family - February 28, 2024 at 06:13 PM

HF

“ *Harry and Lynette Neu and family planted a [Memorial Tree](/store/Product.aspx?ProductId=4518) in honor of Joseph Basso.*

Harry and Lynette Neu and family - February 28, 2024 at 06:13 PM

AL

“ *We are sorry that JJ has left us, but all he did for our community and his kindness to us will not be forgotten. Our condolences to Jeanne and your family. Alan and Carole Ann Levi*

Alan and Carole Ann Levi - February 11, 2024 at 10:43 AM